

#4



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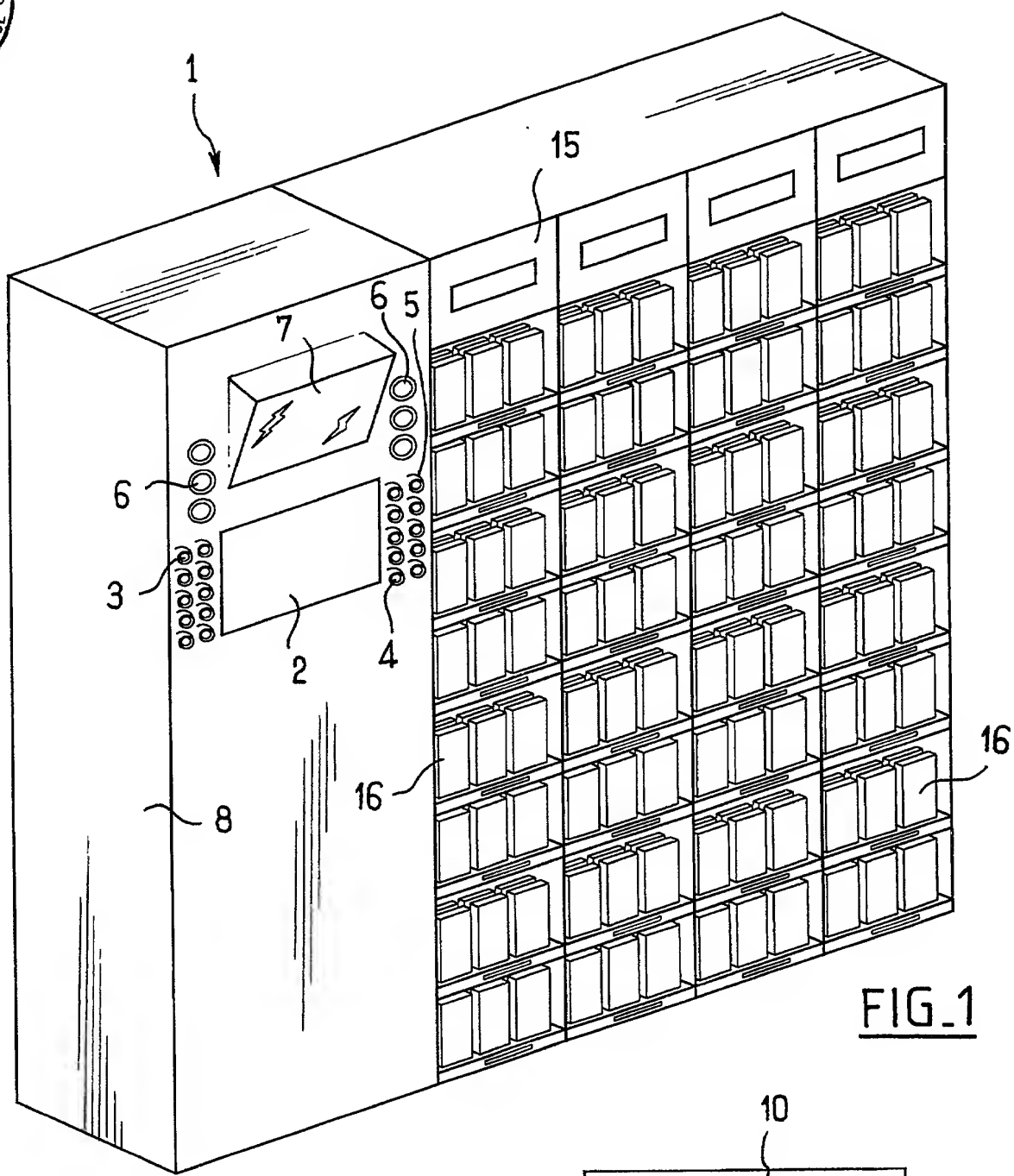


FIG. 1

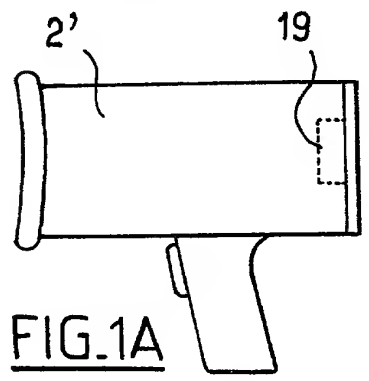


FIG. 1A

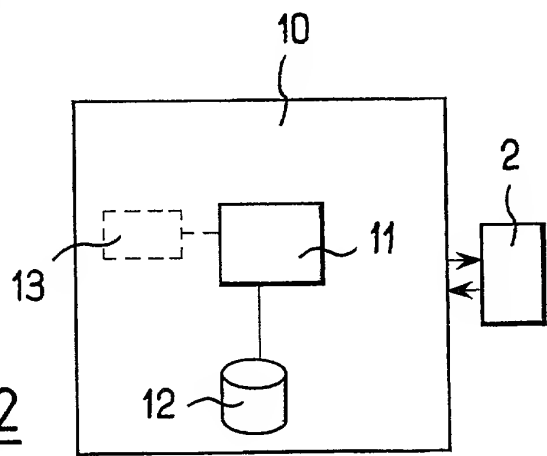


FIG. 2



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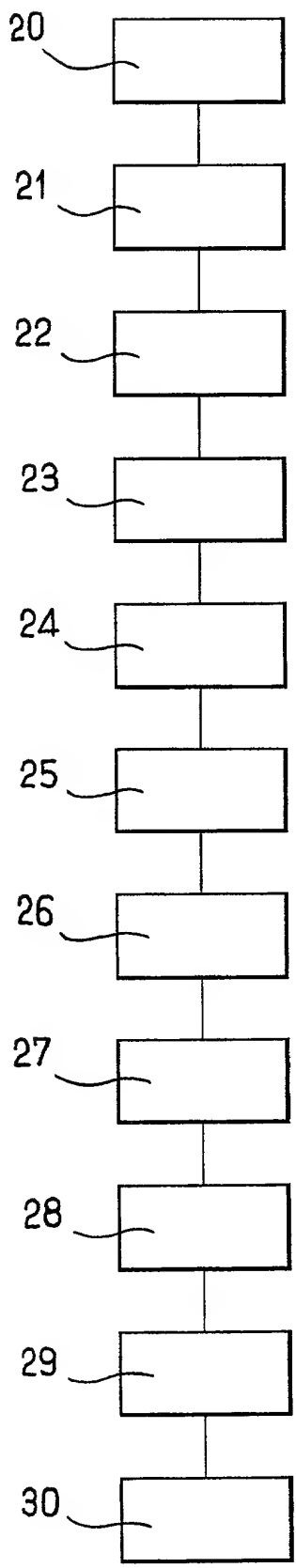


FIG. 3

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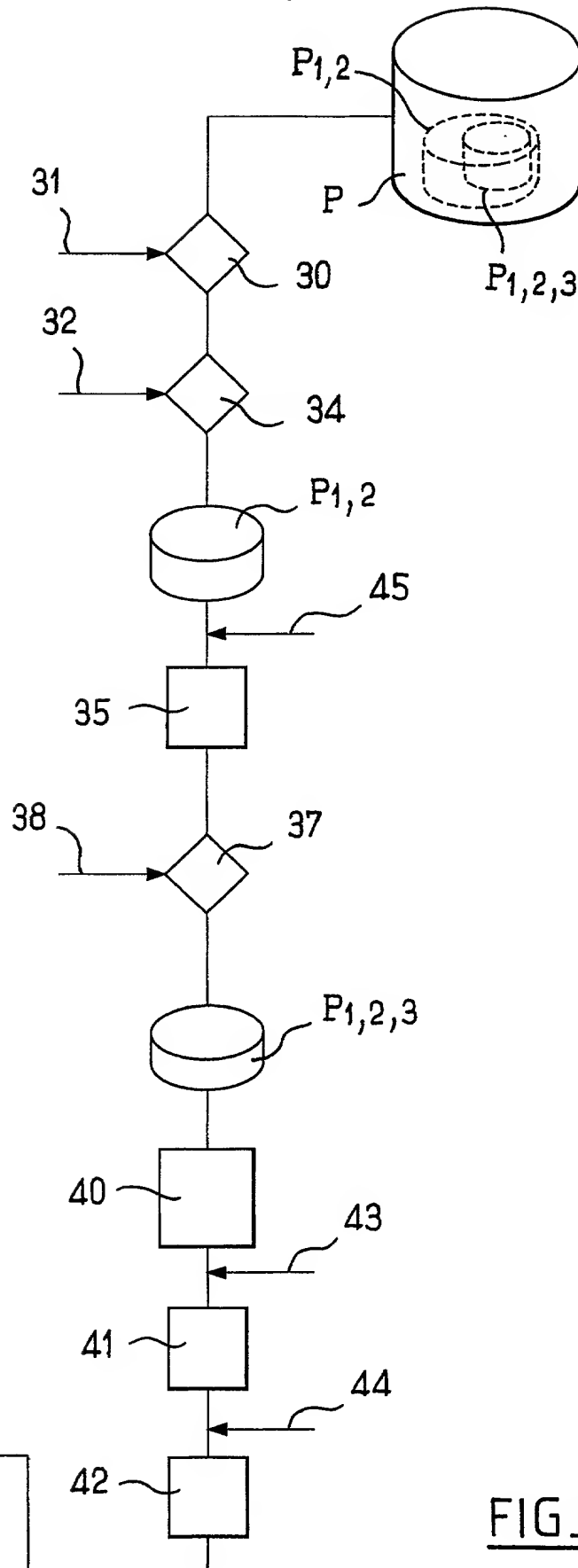


FIG. 4

10096674 10096674



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SUITABILITY OF THE PRODUCT AS A FUNCTION OF THE PERCENTAGE OF SENESECENT	NATURAL APPLICATION BASE	COLOR EFFECT OBTAINED	COLOR TRADEMARK	BASE SHADE AND THAT OF THE PRIMARY AND SECONDARY HIGHLIGHT	REFERENCE NUMBER	LIGHTENING POWER	BLEACHING POWER	STONE	PRODUCT'S RANGE	PRODUCT DURATION

FIG.5

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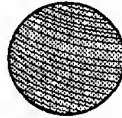


FIG. 6

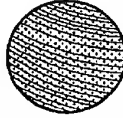
What is the natural color of your hair?



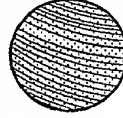
Black



Brown



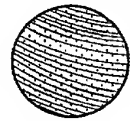
Dark chestnut



Chestnut



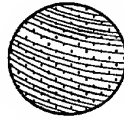
Pale chestnut



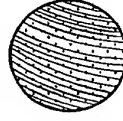
Dark blonde



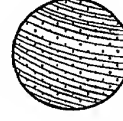
Blonde



Light blonde



Very light blonde



Lightest blonde

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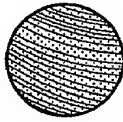


Estimate your quantity of white hair :

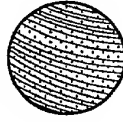
*If your hair is tinted, estimate your quantity of white hair at root level
Having difficulty deciding between two choices ? Choose the one having a greater
quantity of Senescent hair*



None



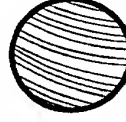
Some
(Less than 30%)



Much
(30 to 50%)



A majority
(50 to 80%)



A great majority
(More than 80%)

FIG.7



Estimate your quantity of white hair :

*If your hair is tinted, estimate your quantity of white hair at root level
Having difficulty deciding between two choices ? Choose the one having a greater
quantity of Senescent hair*

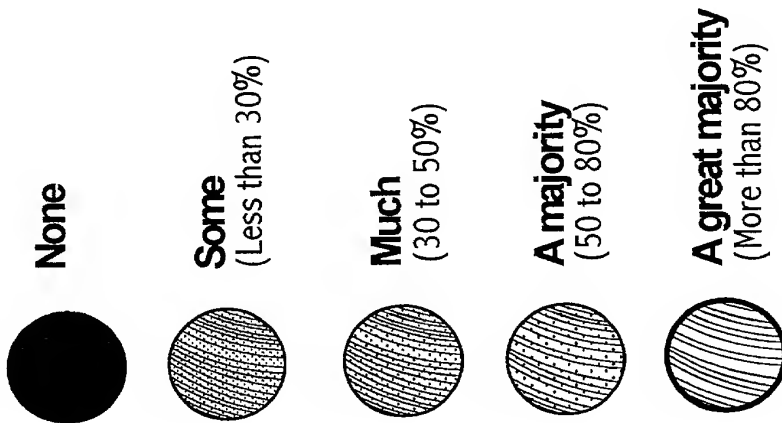


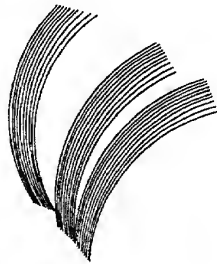
FIG.8



FIG. 9

What type of color result would you like to obtain ?

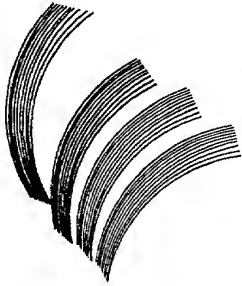
Lightness



Strands
or streaks

Whole head blonde

Colored shades

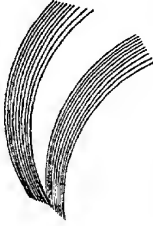


Intense result

More natural,
subtile result

Colored streaks

Cover senescent hair



Cover senescent
hair

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Result duration

1 Shampoo		A few Shampoo		6 to 8 weeks	
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Choose the result duration and confirm

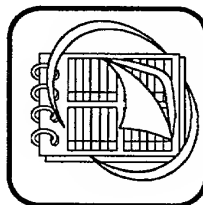
FIG.10



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Result duration

Permanent



Only one result duration is possible
press on it and confirm

FIG.11

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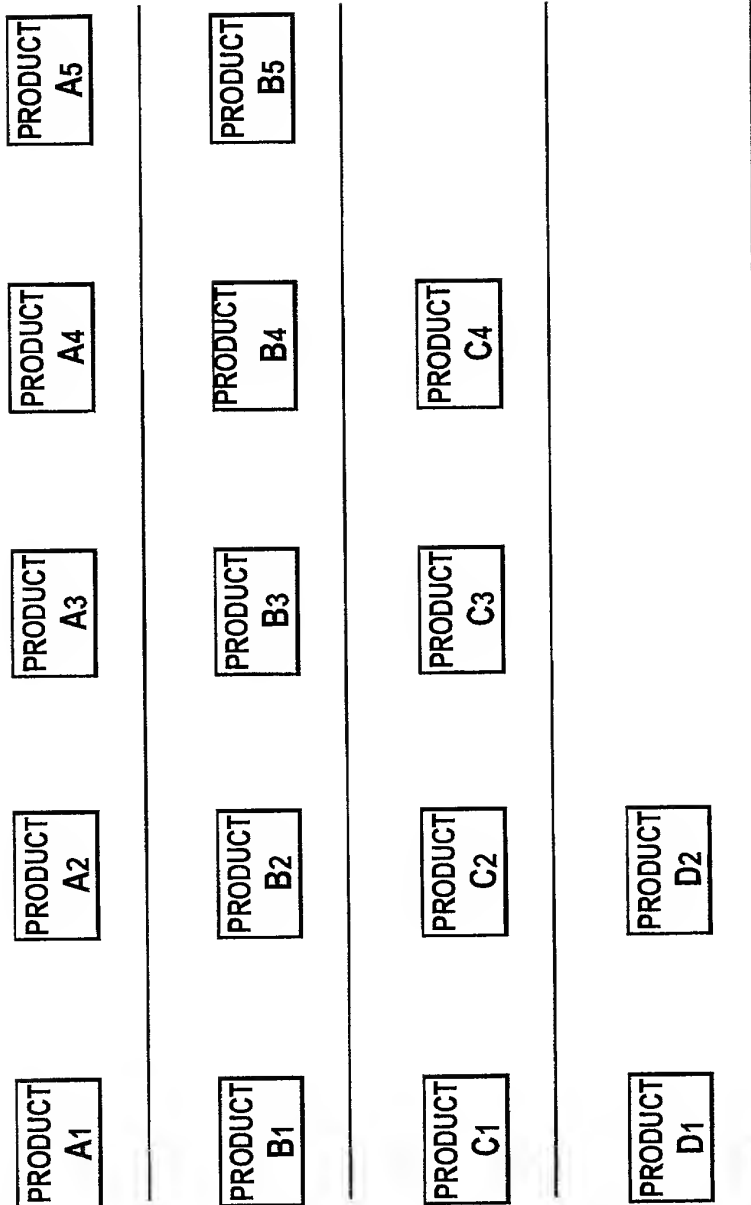
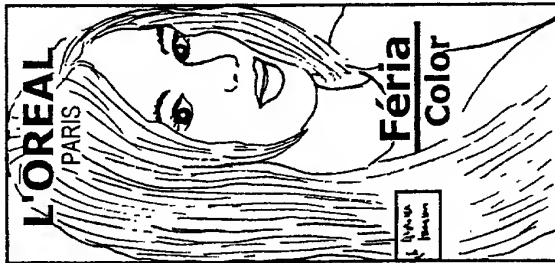


FIG.12

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FERIA

3D Color
lively, vibrant,
bright



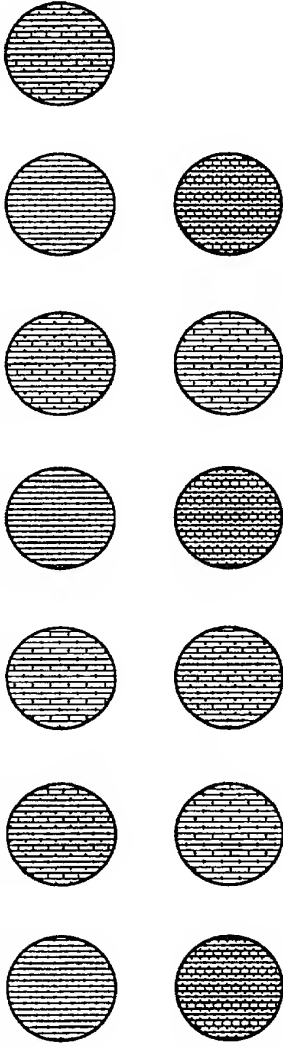
Do you want
beautician
advice ?

Press here

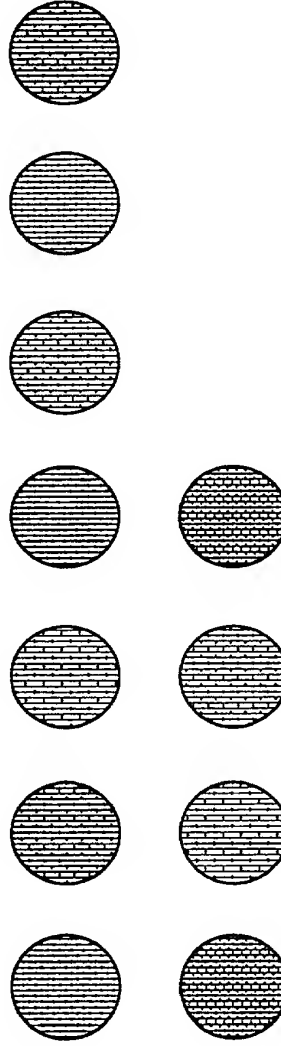
Acces to next
selection



With your natural color, these colors are directly applicable :



For these colors, please apply a bleaching product before :



For more information, press on the color of your choice

FIG.13

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*Discover the most suited colors to
your complexion and eye color*

Your complexion is rather :

Fair

Dark

Your eyes are rather :

Light

Dark

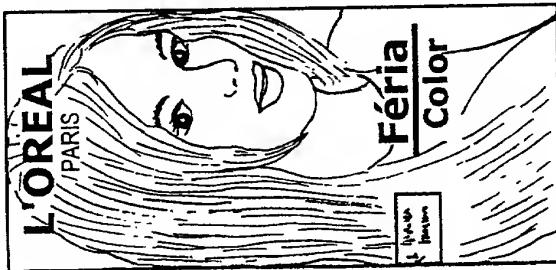
FIG-14

206201" 42566001

FERIA

3D Color

*lively, vibrant,
bright*

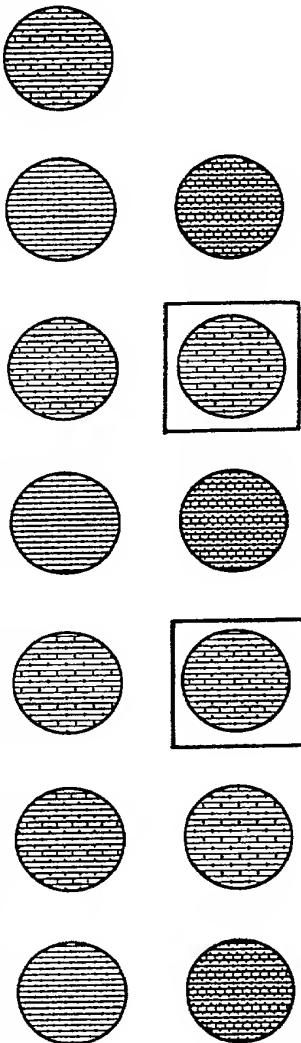


Access to next
selection

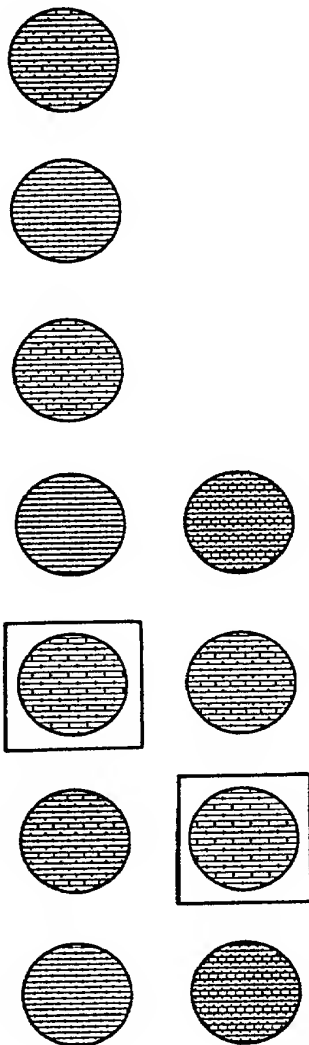


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With your natural color, these colors are directly applicable :



For these colors, please apply a bleaching product before :



For more information, press on the color of your choice

FIG.15